

**NETWORK PERFORMANCE PLAN
FY 2015**

Name of Agency: Iowa Public Television			
Agency Mission: At Iowa Public Television, we are dedicated to providing quality innovative media and services that educate, inform, enrich, and inspire Iowans.			
Core Function	Outcome Measure(s)	Outcome Target(s)	Link to Strategic Plan Goal(s)
CF: Public Broadcast and Media Services			
Desired Outcome(s):			
Iowa Public Television provides public interest and educational programs, opportunities, and services for the diverse interests and needs of individuals, families, learners and educators.	Number of viewers that use IPTV's broadcast services monthly.	2,000,000	Holistic, relevant, accessible content, page 2
Public media for the public good. Safe haven for children	Cumulative number of kids ages 2 to 11 using Iowa Public Television's broadcast services each week.	250,000	Holistic, relevant, accessible content, page 2
Public/private partnerships	Individuals and families who support IPTV's service through their membership in Friends of Iowa Public Television.	55,000	Manage resources and relationships to improve funding, page 2
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
1. Programming and Production Org 2000			
A Local Production	Total local production hours broadcast	450	Implement informed decision making process, page 2

2. Content Distribution, Delivery and Support Org 1000			
A Transmission/Distribution	Percentage of time transmitters are on-air.	99%	Develop organizational capacity, page 2
B Information Technology	Number of non-approved entries into system (hacks)	0	Develop organizational capacity, page 2
3. On-line Resources Org 4000	Number of total Web site visits to IPTV's Web sites as measured by Google Analytical statistical software.	2,350,000	Enhance brand image, page 2

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CF: Education			
Desired Outcome(s):			
Iowa Public Television fosters the educational use of technologies, programs, and services.	Cumulative number of teachers and students who use Iowa Public Television's educational services.	340,000	Creating meaningful community connections, page 2
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
1. Educational Telecommunications Org 4000			
A Educational Outreach Services	Number of educators reached through inservice presentation and conferences	14,000	Implement informed decision making process, page 2
B PBS Learning Media (online educational conferences, and educational media resources)	Number of registered Iowa users of PBS Learning Media	15,000	Implement informed decision making process, page 2

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Core Function	Outcome Measure(s)	Outcome Target(s)	Link to Strategic Plan Goal(s)
CF: Resource Management			
Desired Outcome(s):			
To provide appropriate management and stewardship of IPTV assets.	Growth rated in net assets, as reported in the audited financial statements. Change in net assets = Net assets as of 6/30/xx – net assets as of 6/30/xx-1 divided by 6/30/xx-1	Long term growth rate = 3% Short term growth rate = greater than 0%	Manage resources and relationships to improve funding, page 2
Activities, Services, Products	Performance Measures	Performance Target(s)	Strategies/Recommended Actions
1. Communications Org 3000	Number of viewer awareness and engagement initiatives conducted each year to advance the use of IPTV programs and services.	180	Enhance brand image, page 2
A Legislative Liaison	Total contacts at federal level	4 contacts with each office	Enhance brand image, page 2
B Public Information & Outreach	Total newspaper clips per year	900	Enhance brand image, page 2
C. Facebook followers	Total Facebook followers	7,476	Enhance brand image, page 2
2. Administration Org 6000	Prepare and submit planning documents required by the AGA on a timely basis.		Establish mission driven leadership, page 2
A Accounting and Budget	Number of audit comments in IPTV's audited financial statements.	0	Develop organizational capacity, page 2

July 1, 2014